

## **Creative City International Conference 2009 in Yokohama Yokohama Declaration**

As Japan moves from an era of growth to one of shrinking resources, the environment surrounding cities has been undergoing significant changes. With the growing need for a more compact economy and a sustainable society, as well as the autonomy of citizens, building a creative society has become essential for realizing a rich life and dynamic urban development.

At Creative City International Conference 2009 in Yokohama, we have discussed the themes of "Creating new forms of learning," "Talking about the future of art initiatives," "The culture and image strategies of cities," "The potential of local industries and design," "Community regeneration and creativity," and "Spatial strategies for culture." Through these discussions, we have confirmed the importance of the following things, that is: every citizen needs to become creative; citizens, NPOs, and industries have to play a leading role in building a creative city; we need to demonstrate an urban vision that responds to the changing urban environment and to develop strategies that can generate culture in our cities; creativity is an irreplaceable value for all cities, bringing out the rich individuality of cities through the wisdom and ingenuity of urban people; and such people's action should lead to attachment to the cities and a sense of self-esteem.

Based on the achievements at this conference, all participating people and cities are expected to take their specific measures while building networks on various levels.

Yokohama, celebrating the 150th anniversary of the opening of its port to the world, has played the role of making a new epoch in Japan and promoted urban design incorporating the natural environment, history, and cultural value of the community. Building on these accomplishments, we believe it is important to create a unique Yokohama city culture through balanced development of culture and art, community planning and design, and industry with creativity. To this end, it is essential to show future direction of a creative city and to regenerate the Yokohama waterfront district where the port opened, as well as the suburbs of Yokohama, while making this city a city that provides creative people with opportunities. It is also necessary to grope for a new form of collaboration among the Yokohama City Government, citizens, NPOs, and businesses.

Furthermore, through promoting personnel exchange with overseas cities in Asia and elsewhere and fostering international exchanges centered on the Creative Core Areas, Yokohama is striving to disseminate its creative city concept throughout the world, thereby contributing to the worldwide promotion of a creative city.

All participating people and cities of Creative City International Conference 2009 in Yokohama hereby declare that, with the same spirit, they will fulfill their given role in creative city initiatives.

**HAYASHI Fumiko**

*Mayor of Yokohama City  
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